

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP AUG22/12 14.45  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

REP. #	OFF. #	SALESMAN #
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SALES PRSN WA-  
MEGHAN MCGARR (H)

	CLASS: NATL.	LOCAL	REGIONAL
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CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE
			AUG22/12 14.45

ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019  
PRIORITIES USA ACTION

```
AGENCY ADVERTISER CODE = 321      AGENCY EST# = 15655
AGENCY PRODUCT CODE = 340
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2	NZ 1100A-1200N	30	\$250.00	10/19	1	FRI	1
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PROGRAM : DAYTIME
CON COM1: DAYTIME
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REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
\*\*\*CHANGES\*\*\* AUG22/12 14.45  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11	NZ		700A-900A	30		\$1,400.00	10/19	10/19	1		FRI	1
PROGRAM : 7A NEWS												
CON COM1 : 7A NEWS												
22	NZ		730P-800P	30		\$2,000.00	10/22	10/22	1		MON	1
PROGRAM : ENT TONIGHT												
CON COM1 : ENT TONIGHT												
24	NZ		700A-900A	30		\$750.00	10/20	10/20	1		SAT	1
PROGRAM : SAT TODAY SHOW												
CON COM1 : SAT TODAY SHOW												
26	T		1130P-1200M	30		\$2,500.00	10/21	10/21	1		SUN	1
PROGRAM : NEWS CHANNEL 8												
CON COM1 : NEWS CHANNEL 8												
41	NZ		1100A-1200N	30		\$250.00	10/16	10/16	1		TUE	1
PROGRAM : DAYTIME												
CON COM1 : DAYTIME												
46	NZ		700P-730P	30		\$1,500.00	10/16	10/16	1		TUE	1
PROGRAM : 7P NEWS												
CON COM1 : 7P NEWS												
51	NZ		1100A-1200N	30		\$250.00	10/17	10/17	1		WED	1
PROGRAM : DAYTIME												
CON COM1 : DAYTIME												
58	NZ		730P-800P	30		\$1,500.00	10/17	10/17	1		WED	1
PROGRAM : ENT TONIGHT												
CON COM1 : ENT TONIGHT												
OCT/12 70500.00												
CONTRACT TOTAL 70500.00												
TOTAL SPOTS 59												

REP HEADLINE# 0278063  
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG22/12 14.45  
 \*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS

MARKET TOTALS \$391,666 WFLA 18% WFTS 15% WTSP 23% WTVT 26% WTOG 3% WTTA 4% WMOR 5%  
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ACCURATE

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 6278083  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
AUG14/12 14.2  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/PRIORITIES USA ACTION

AGY # AGY. NAME MUNDY KATOWITZ MEDIA

1322 G STREET SE

WASHINGTON, DC 20003

REP. # OFF. # SALESMAN #

BUYER NAME MEDIA PLACEMENT

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6278083

CLASS: NATL. LOCAL REGIONAL

PRDCT PRIORITIES USA ACTION EST#1565 COMMENTS: (LINE, ORDER, INVOICE)

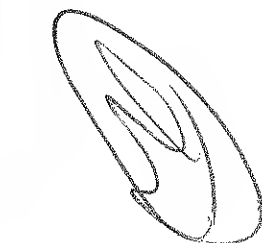
FLIGHT DATES OCT16/12 OCT22/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG14/12 14.28

REP: NEW ORDER  
TTL \$70,500 @59X  
PLEASE CONFIRM  
THANKS SHOSHANA FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019  
PRIORITIES USA ACTION



9/13/12

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			1135P-1237A	30		\$800.00	10/19	10/19	1		FRI	1
2			1100A-1200N	30		\$250.00	10/19	10/19	1		FRI	1

AGENCY ADVERTISER CODE = 321  
AGENCY PRODUCT CODE = 340  
AGENCY EST# = 1565

PROGRAM : TONITE SHW-NBC  
CON COM1 : TONITE SHW-NBC

PROGRAM : AMER COURT  
CON COM1 : AMER COURT

*Dayline*

REP HEADLINE# 6278083  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG14/12 14.2  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
3			1235A-135A PROGRAM : J FALLON-NBC< CON COM1: J FALLON-NBC<	30		\$300.00	10/19	10/19	1		FRI	1
4			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$400.00	10/19	10/19	1		FRI	1
5			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$800.00	10/19	10/19	1		FRI	1
6			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 3Q/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$450.00	10/19	10/19	1		FRI	1
7			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,500.00	10/19	10/19	1		FRI	1
8			600P-630P PROGRAM : NWSCH CON COM1: NWSCH	30		\$2,000.00	10/19	10/19	1		FRI	1
9			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,250.00	10/19	10/19	1		FRI	1
10			700P-730P PROGRAM : ENT TONIGHT 30 CON COM1: ENT TONIGHT 30	30		\$1,500.00	10/19	10/19	1		FRI	1
11			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/19	10/19	1		FRI	1

*News @ 7*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
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AUG14/12 14.2  
\*\*\* WFLA-TV \*\*\*

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$1,050.00	10/19	10/19	1		FRI	1
13			1000A-1030A PROGRAM : NEWS CON COM1: NEWS	30		\$350.00	10/22	10/22	1		MON	1
14			1135P-1237A PROGRAM : TONITE SHW-NBC CON COM1: TONITE SHW-NBC	30		\$1,000.00	10/22	10/22	1		MON	1
15			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$400.00	10/22	10/22	1		MON	1
16			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$400.00	10/22	10/22	1		MON	1
17			500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	30		\$1,700.00	10/22	10/22	1		MON	1
18			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 3Q/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$500.00	10/22	10/22	1		MON	1
19			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,350.00	10/22	10/22	1		MON	1
20			630P-700P PROGRAM : NWSCH CON COM1: NWSCH	30		\$6,000.00	10/22	10/22	1		MON	1

REP HEADLINE# 6278063  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG14/12 14.2  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,600.00	10/22	10/22	1		MON	1
22			730P-800P PROGRAM : <del>EXTRA</del> CON COM1: <del>EXTRA</del>	30		\$2,000.00	10/22	10/22	1		MON	1
23			1130P-100A PROGRAM : SAT NITE LIVE CON COM1: SAT NITE LIVE	30		\$1,350.00	10/20	10/20	1		SAT	1
24			700A-900A PROGRAM : AVG. ALL WKS CON COM1: AVG. ALL WKS	30		\$750.00	10/20	10/20	1		SAT	1
25			900A-1000A PROGRAM : NWSCH8 SAT-AM CON COM1: NWSCH8 SAT-AM	30		\$600.00	10/20	10/20	1		SAT	1
26			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$2,500.00	10/21	10/21	1		SUN	1
27			1200N-100P PROGRAM : NWSCH8-NOON SU CON COM1: NWSCH8-NOON SU	30		\$250.00	10/21	10/21	1		SUN	1
28			900A-1000A PROGRAM : NWSCH8 SUN-AM CON COM1: NWSCH8 SUN-AM	30		\$500.00	10/21	10/21	1		SUN	1
29			100P-200P PROGRAM : DAYS-OUR LIVES CON COM1: DAYS-OUR LIVES	30		\$600.00	10/18	10/18	1		THU	1

AUG 14/12 14.2  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:
30			1030A-1100A	30		\$250.00	10/18	10/18	1		THU	1
PROGRAM : EXTRA												
CON COM1: EXTRA												
31			1100P-1135P	30		\$2,500.00	10/18	10/18	1		THU	1
PROGRAM : NEWS CHANNEL 8												
CON COM1: NEWS CHANNEL 8												
32			1200N-100P	30		\$350.00	10/18	10/18	1		THU	1
PROGRAM : TODAY SHW3-NBC												
CON COM1: TODAY SHW3-NBC												
33			300P-400P	30		\$550.00	10/18	10/18	1		THU	1
PROGRAM : DOCTORS												
CON COM1: DOCTORS												
34			530A-600A	30		\$450.00	10/18	10/18	1		THU	1
PROGRAM : NC8 TODAY@5:30												
ORD COM1: 30/SEPT RATES												
CON COM1: NC8 TODAY@5:30												
35			600A-700A	30		\$1,250.00	10/18	10/18	1		THU	1
PROGRAM : NC8 TODAY@6AM												
CON COM1: NC8 TODAY@6AM												
36			630P-700P	30		\$5,000.00	10/18	10/18	1		THU	1
PROGRAM : NWSCH												
CON COM1: NWSCH												
37			900A-1000A	30		\$1,050.00	10/18	10/18	1		THU	1
PROGRAM : TODAY SHW2-NBC												
CON COM1: TODAY SHW2-NBC												
38			1000P-1100P	30		\$4,500.00	10/16	10/16	1		TUE	1
PROGRAM : PARENTHOOD												
CON COM1: PARENTHOOD												



REP HEADLINE# 6278083  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG14/12 14.2  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
39			1030A-1100A	30		\$250.00	10/16	10/16	1		TUE	1
PROGRAM : EXTRA												
CON COM1 : EXTRA												
40			1135P-1237A	30		\$800.00	10/16	10/16	1		TUE	1
PROGRAM : TONITE SHW-NBC<												
CON COM1 : TONITE SHW-NBC<												
41			1100A-1200N	30		\$250.00	10/16	10/16	1		TUE	1
PROGRAM : AMER COURT												
CON COM1 : AMER COURT												
42			300P-400P	30		\$550.00	10/16	10/16	1		TUE	1
PROGRAM : DOCTORS												
CON COM1 : DOCTORS												
43			400P-500P	30		\$800.00	10/16	10/16	1		TUE	1
PROGRAM : DR OZ												
CON COM1 : DR OZ												
44			530P-600P	30		\$1,500.00	10/16	10/16	1		TUE	1
PROGRAM : NWSCH8 @5:30P												
CON COM1 : NWSCH8 @5:30P												
45			600A-700A	30		\$1,250.00	10/16	10/16	1		TUE	1
PROGRAM : NC8 TODAY@6AM												
CON COM1 : NC8 TODAY@6AM												
46			700P-730P	30		\$1,500.00	10/16	10/16	1		TUE	1
PROGRAM : ENT TONIGHT 30												
CON COM1 : ENT TONIGHT 30												
47			700A-900A	30		\$1,400.00	10/16	10/16	1		TUE	1
PROGRAM : TODAY SHW												
CON COM1 : TODAY SHW												

*News @ 7*

*Daytime*

REP HEADLINE# 6278083  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG14/12 14.2  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
48			900A-1000A	30		\$1,050.00	10/16	10/16	1		TUE	1
PROGRAM : TODAY SHW2-NBC												
CON COM1: TODAY SHW2-NBC												
49			1000A-1030A	30		\$350.00	10/17	10/17	1		WED	1
PROGRAM : NEWS												
CON COM1: NEWS												
50			1100P-1135P	30		\$2,500.00	10/17	10/17	1		WED	1
PROGRAM : NEWS CHANNEL 8												
CON COM1: NEWS CHANNEL 8												
51			1100A-1200N	30		\$250.00	10/17	10/17	1		WED	1
PROGRAM : AMER COURT												
CON COM1: AMER COURT												
52			1235A-135A	30		\$300.00	10/17	10/17	1		WED	1
PROGRAM : J FALLON-NBC												
CON COM1: J FALLON-NBC												
53			200P-300P	30		\$400.00	10/17	10/17	1		WED	1
PROGRAM : RACHAEL RAY												
CON COM1: RACHAEL RAY												
54			500P-530P	30		\$1,500.00	10/17	10/17	1		WED	1
PROGRAM : NWSCH8 AT 5P												
CON COM1: NWSCH8 AT 5P												
55			530A-600A	30		\$450.00	10/17	10/17	1		WED	1
PROGRAM : NC8 TODAY@5:30												
ORD COM1: 3Q/SEPT RATES												
CON COM1: NC8 TODAY@5:30												
56			600P-630P	30		\$2,000.00	10/17	10/17	1		WED	1
PROGRAM : NWSCH												
CON COM1: NWSCH												

*Magaine*

REP HEADLINE# 6278083  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG14/12 14.2  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
57			700A-900A	30		\$1,400.00	10/17	10/17	1		WED	1
PROGRAM : TODAY SHW												
CON COM1: TODAY SHW												
58			730P-800P	30		\$1,500.00	10/17	10/17	1		WED	1
PROGRAM : EXTRA<												
CON COM1: EXTRA<												
59			900A-1000A	30		\$1,050.00	10/17	10/17	1		WED	1
PROGRAM : TODAY SHW2-NBC												
CON COM1: TODAY SHW2-NBC												
OCT/12			70500.00									
CONTRACT TOTAL												70500.00
TOTAL SPOTS												59

MARKET TOTALS \$391,666 WFLA 18% WFTS 15% WTSP 23% WTVT 26% WTOG 3% WTTA 4% WMOR 5%  
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ACCURATE

SVC- NSI  
 DEMOS- RA35+\*

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 748 Issue 1



WFLA-TV

P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	66000	Campaign Ref:	E:120822091
Buyer:	...	Client/Product/Estimate:	321 /340 /1565	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/15/12 to 10/28/12	Weeks:	2	Order Ref:	06278083
Est./PO Number:	06278083	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Priorities Usa Actio	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show ...F..	03	800	30 Comme	Nbr of Spots	1	1	800
2	M-F 11a Daytime ...F..	02	250	30 Comme	Nbr of Spots	1	1	250
3	M-F 1237a ET / 1137p CT Late Night ...F..	02	300	30 Comme	Nbr of Spots	1	1	300
4	M-F 2p Rachael Ray ...F..	02	400	30 Comme	Nbr of Spots	1	1	400
5	M-F 4p Dr Oz ...F..	02	800	30 Comme	Nbr of Spots	1	1	800
6	M-F 530a News ...F..	02	450	30 Comme	Nbr of Spots	1	1	450
7	M-F 530p News ...F..	02	1500	30 Comme	Nbr of Spots	1	1	1500
8	M-F 6p News ...F..	02	2000	30 Comme	Nbr of Spots	1	1	2000
<b>Weekly Totals:</b>					49	10	59	
Open PR					-1		-1	-4500

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 748 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Priorities Usa Action/ Issue	<b>Submission Cost:</b> 66000	<b>Campaign Ref:</b> E:120822091
<b>Buyer:</b>	<b>Client/Product/Estimate:</b> 321 / 340 / 1565	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/15/12 to 10/28/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06278083
<b>Est/PO Number:</b> 06278083	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
9	M-F 6a News ...F..	02	1250	30 Comme	Nbr of Spots	1	1	1250
10	M-F 7p News ...F..	02	1500	30 Comme	Nbr of Spots	1	1	1500
11	M-F 7a Today Show ...F..	02	1400	30 Comme	Nbr of Spots	1	1	1400
12	M-F 9a Today Show II ...F..	01	1050	30 Comme	Nbr of Spots	1	1	1050
13	M-F 10a News M.....	01	350	30 Comme	Nbr of Spots	1	1	350
14	M-F 1135p ET / 1035p CT Tonight Show M.....	02	1000	30 Comme	Nbr of Spots	1	1	1000
15	M-F 12p Today Show III M.....	01	400	30 Comme	Nbr of Spots	1	1	400
16	M-F 2p Rachael Ray M.....	02	400	30 Comme	Nbr of Spots	1	1	400
17	M-F 5p News M.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
18	M-F 530a News M.....	01	500	30 Comme	Nbr of Spots	1	1	500
<b>Weekly Totals: Total Spots(Ord Spots)</b>					49	10	59	
<b>Open PR</b>					-1		-1	-4500

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 748 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Priorities Usa Action/ Issue	<b>Submission Cost:</b> 66000	<b>Campaign Ref:</b> E:120822091
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 321 /340 /1565	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/15/12 to 10/28/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06278083
<b>Est./PO Number:</b> 06278083	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
19	M-F 6a News M.....	02	1350	30 Comme	Nbr of Spots	1	1	1350
20	M-F 630p ET / 530p CT NBC Nightly News M.....	01	6000	30 Comme	Nbr of Spots	1	1	6000
21	M-F 7a Today Show M.....	02	1600	30 Comme	Nbr of Spots	1	1	1600
22	M-F 730p Entertainment Tonight M.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
23	Sat 1130p ET / 1030p CT Saturday Night Live .....S.	03	1350	30 Comme	Nbr of Spots	1	1	1350
24	Sat 7a Today Show .....S.	02	750	30 Comme	Nbr of Spots	1	1	750
25	Sat 9a News .....S.	01	600	30 Comme	Nbr of Spots	1	1	600
26	M-Su Late News Late Run .....S.	01	2500	30 Comme	Nbr of Spots	1	1	2500
27	Sun 12p News .....S.	02	250	30 Comme	Nbr of Spots	1	1	250
28	Sun 9a News .....S.	02	500	30 Comme	Nbr of Spots	1	1	500
<b>Weekly Totals: Total Spots(Ord Spots)</b>					49	10	59	
<b>Open PR</b>					-1		-1	-4500

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 748 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	66000	Campaign Ref:	E:120822091
Buyer:	..	Client/Product/Estimate:	321 /340 /1565	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/15/12 to 10/28/12	Weeks:	2	Order Ref:	06278083
Est./PO Number:	06278083	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
29	M-F 1p Days Of Our Lives ...T...	02	600	30 Comme	Nbr of Spots	1	1	600
30	M-F 1030a Extra ...T...	02	250	30 Comme	Nbr of Spots	1	1	250
31	M-Su 11p News ...T...	01	2500	30 Comme	Nbr of Spots	1	1	2500
32	M-F 12p Today Show III ...T...	02	350	30 Comme	Nbr of Spots	1	1	350
33	M-F 3p Doctors ...T...	03	550	30 Comme	Nbr of Spots	1	1	550
34	M-F 530a News ...T...	02	450	30 Comme	Nbr of Spots	1	1	450
35	M-F 6a News ...T...	02	1250	30 Comme	Nbr of Spots	1	1	1250
36	M-F 630p ET / 530p CT NBC Nightly News ...T...	01	5000	30 Comme	Nbr of Spots	1	1	5000
37	M-F 9a Today Show II ...T...	01	1050	30 Comme	Nbr of Spots	1	1	1050
38	Tue 10p ET / 9p CT Parenthood T....	02	4500	30 Comme	Nbr of Spots	1	1	4500
Weekly Totals: Total Spots(Ord Spots)					49	10	59	
Open PR					-1		-1	-4500

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<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 321 /340 /1565	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/15/12 to 10/28/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06278083
<b>Est./PO Number:</b> 06278083	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
39	M-F 1030a Extra .T.....	02	250	30 Comme	Nbr of Spots	1	1	250
40	M-F 1135p ET / 1035p CT Tonight Show .T.....	03	800	30 Comme	Nbr of Spots	1	1	800
41	M-F 11a Daytime .T.....	02	250	30 Comme	Nbr of Spots	1	1	250
42	M-F 3p Doctors .T.....	03	550	30 Comme	Nbr of Spots	1	1	550
43	M-F 4p Dr Oz .T.....	02	800	30 Comme	Nbr of Spots	1	1	800
44	M-F 530p News .T.....	02	1500	30 Comme	Nbr of Spots	1	1	1500
45	M-F 6a News .T.....	02	1250	30 Comme	Nbr of Spots	1	1	1250
46	M-F 7p News .T.....	02	1500	30 Comme	Nbr of Spots	1	1	1500
47	M-F 7a Today Show .T.....	02	1400	30 Comme	Nbr of Spots	1	1	1400
48	M-F 9a Today Show II .T.....	01	1050	30 Comme	Nbr of Spots	1	1	1050
<b>Weekly Totals:</b> Total Spots(Ord Spots)					49	10	59	
Open PR					-1		-1	-4500



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<b>Client:</b> Priorities Usa Action/ Issue	<b>Submission Cost:</b> 66000	<b>Campaign Ref:</b> E:120822091
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<b>Schedule Dates:</b> 10/15/12 to 10/28/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06278083
<b>Est./PO Number:</b> 06278083	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
49	M-F 10a News ..W....	01	350	30 Comme	Nbr of Spots	1	1	350
50	M-Su 11p News ..W....	01	2500	30 Comme	Nbr of Spots	1	1	2500
51	M-F 11a Daytime ..W....	02	250	30 Comme	Nbr of Spots	1	1	250
52	M-F 1237a ET / 1137p CT Late Night ..W....	02	300	30 Comme	Nbr of Spots	1	1	300
53	M-F 2p Rachael Ray ..W....	02	400	30 Comme	Nbr of Spots	1	1	400
54	M-F 5p News ..W....	02	1500	30 Comme	Nbr of Spots	1	1	1500
55	M-F 530a News ..W....	02	450	30 Comme	Nbr of Spots	1	1	450
56	M-F 6p News ..W....	02	2000	30 Comme	Nbr of Spots	1	1	2000
57	M-F 7a Today Show ..W....	02	1400	30 Comme	Nbr of Spots	1	1	1400
58	M-F 730p Entertainment Tonight ..W....	02	1500	30 Comme	Nbr of Spots	1	1	1500
59	M-F 9a Today Show II ..W....	01	1050	30 Comme	Nbr of Spots	1	1	1050
<b>Weekly Totals: Total Spots(Ord Spots)</b>					49	10	59	
<b>Open PR</b>					-1		-1	-4500

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Client: Priorities Usa Action/ Issue	Submission Cost: 66000	Campaign Ref: E:120822091
Buyer:	Client/Product/Estimate: 321 /340 /1565	Sales Rep: HRP Washington, DC
Schedule Dates: 10/15/12 to 10/28/12	Weeks: 2	Order Ref: 06278083
Est./PO Number: 06278083	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
38	Tue 10p ET / 9p CT Parenthood	Commercial	4,500.00	30	49	10	59	-4500
Weekly Totals:					49	10	59	-4500
Total Spots(Ord Spots)					49	10	59	-4500
Open PR					-1		-1	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
38	Tue 10p ET / 9p CT Parenthood	Commercial	10/15/12	Open Pre Emption	4,500.00		0000000000	E:120822091

Grand Totals

Totals		Month 10 Weeks: 4	
Spots	59	10/15	10/22
Cost	70500	49	10
		56200	15300

Grand Totals:

Spots: 59  
Gross Total: 66,000.00  
Commission: 9,900.00  
Net Total: 56,100.00